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Evaluating the Financial Effectiveness of Recruiting Investments in Marketing and Advertising

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Monterey, California. Naval Postgraduate School

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**NAVAL
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NAVAL RESEARCH PROGRAM

MONTEREY, CALIFORNIA

Evaluating the Financial Effectiveness of Recruiting Investments in Marketing
and Advertising

by

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Capt. Edwin Santibanez

GSBPP

15-May-2014 through 31-July-2015

Prepared for: Navy Recruiting Command

POC: Mr. Lloyd B Callis

Background

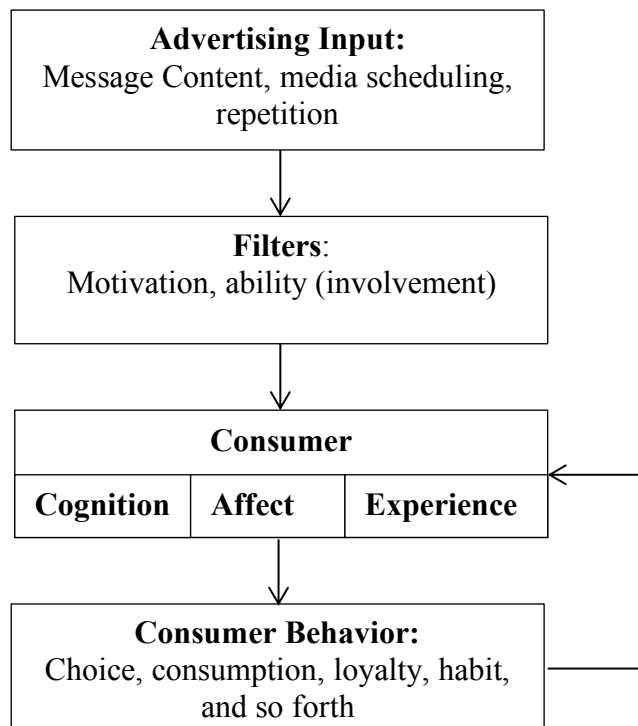
Purpose/Objectives: We propose a methodology and model that captures both the objective (e.g. contracts, enlistments) and subjective (e.g. awareness, brand identity, image, leads) outcomes associated with Marketing and Advertising in support of all recruiting mission areas.

Process

Accomplishments: We have completed the literature review, had conference calls with the POC regarding data access, have now begun data collection. Completion of the data collection and analysis will be accomplished in June 2015. We have encountered and mitigated data issues and changes in student assistance. We have now engaged three thesis students to assist us with the project. We have completed the model and are proceeding with data collection.

Our literature review findings include that some practitioners and academicians argue that the standard market response models do not capture the whole range of effects of advertising, since they do not consider the intermediate effects. Vakratsas and Ambler (1999) bring together taxonomies of models to describe how advertising works in a more comprehensive way. Their research attempts to classify the effects of advertising through seven different models: Market Response, Cognitive Information, Pure Affect, Persuasive Hierarchy, Low-Involvement Hierarchy, Integrative, and Hierarchy-Free. Advertising does not only produce direct effects on consumer behavior (e.g., sales, product choice, etc.) but also intermediate effects such as cognition, affect, and experience.

Figure 1



We are pursuing this model structure to help us identify metrics to measure returns on advertising, focusing on the consumer cognition, affect, and experience to assist us in measuring the effects of advertising on recruiting.

Milestones and Deliverables:

ITEM	DELIVERABLE / EVENT	DUE BY
1	Literature Review: Review of journals and past research, development of framework, and other.	Complete
2	Quarterly IPR #1	Complete
3	Module Development: Develop weighting structures, develop model	Model developed and agreed to with Sponsor. Data is in process and due 5/31/2015
4	Quarterly IPR #2	Completed
5	Empirical Assessment	6/30/2015
6	Quarterly IPR #3	6/30/2015
7	Report and Brief: Finalize report, final presentation.	7/31/2015

Findings and Conclusions

We have none to report at this time; however we note that we are progressing on the project.

Recommendations

Not applicable at this point.